PACIFIC RACING ASSOCIATION

HOME OF THE CALIFORNIA DERBY

October 22, 1987

Esther

John Connolly
Philip Morris Company
120 Park Avenue
New York, NY 10007

Dear John:

I noticed the attached comments in the Sports Marketing publication I subscribe to, and am inquiring who to talk to regarding a promotion at Golden Gate Fields along the same line.

Perhaps the co-promotion was done at Belmont since Philip Morris is based in New York. If you think there is a possibility that Philip Morris would be interested in an event/promotion at Golden Gate, please advise regarding the person I should contact.

I will be sending you the information for advertising in the 1988 daily program in the next month, and we can proceed in that area.

Thanks for your attention to the matter noted above.

Sincerely,

Steven P. Sexton
Director of Marketing

SPS:gls
Enclosure (1)

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Source: https://www.industrydocuments.ucsf.edu/docs/hxvn0004